

DOCUMENT RESUME

ED 289 556

JC 880 013

AUTHOR Lay, Ted
TITLE Customized Training Marketing Plan.
INSTITUTION Lane Community Coll., Eugene, Oreg.
PUB DATE Aug 86
NOTE 34p.
PUB TYPE Reports - Descriptive (141)

EDRS PRICE MF01/PC02 Plus Postage.
DESCRIPTORS *Business Education; Community Colleges; *Job Training; *Marketing; *Public Opinion; *School Business Relationship; *Student Recruitment; Two Year Colleges; Vocational Education
IDENTIFIERS *Customized Job Training Program

ABSTRACT

This report outlines Oregon's Lane Community College's (LCC's) plan for marketing its customized training program for business, community organizations, public agencies, and their employees. Following a mission statement for the customized training program, a brief analysis is provided of the economic environment; of competition from educational institutions, private consultants, training companies, professional associations, in-house training departments, and non-profit tax-exempt organizations; and of college image. The next sections describe the "product" to be marketed (i.e., LCC and its facilities and programs), the "customer" (i.e., a variety of businesses and public organizations), the "target market" (i.e., new, existing and expanding small businesses, professional and service organizations, and the public sector), and the goals and objectives of the program. Next, marketing strategies and activities are proposed for each program objective: (1) accelerate contracting organizations with business and other organizations; (2) present a coordinated, positive image to both private and public sectors; (3) promote to the entire college the importance of presenting a coordinated, professional image; (4) respond to all requests for service quickly; (5) assume an assertive stance in pursuing accounts and providing customer service; (6) adapt to new market segments; and (7) provide short-term training programs responsive to changes in technology, employer needs, and business opportunities. Materials from a booklet on the services of LCC's Training and Development Department are appended. (EJV)

* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *

ED289556

CUSTOMIZED TRAINING

MARKETING PLAN

Prepared by: Ted Lay, Director, Customized Training,
and the
Training & Development Department Staff

Lane Community College
August 1986

"PERMISSION TO REPRODUCE THIS
MATERIAL HAS BEEN GRANTED BY
Ted Lay

TO THE EDUCATIONAL RESOURCES
INFORMATION CENTER (ERIC)."

U.S. DEPARTMENT OF EDUCATION
Office of Educational Research and Improvement
**EDUCATIONAL RESOURCES INFORMATION
CENTER (ERIC)**

☐ This document has been reproduced as
received from the person or organization
originating it.

☒ Minor changes have been made to improve
reproduction quality.

• Points of view or opinions stated in this docu-
ment do not necessarily represent official
OERI position or policy.

JC 880 013

CUSTOMIZED TRAINING MARKETING PLAN

TABLE OF CONTENTS

	Page
Mission Statement	1
Situational Analysis	1
Economic Environment	1
Competitive Analysis	1
Image Analysis	3
Product	3
Customer	4
Target Market	4
Goals	4
Objectives	5
Strategies	5
Controls	8

Mission Statement

The mission of the Training and Development Department's Customized Training is to provide quality educational/training opportunities to business, community organizations, public agencies, and their employees. The Department is the centralized source for facilitating all customized training activities at Lane Community College.

Situational Analysis

I. Economic Environment

Lane County has been very slow to recover from the nationwide recession. Businesses have needed to review all areas of operation in order to enhance production and compete in a tight market. Public organizations have seen budgets dwindle and are looking for ways to be more effective with less. In an environment where many organizations are being forced to reduce their labor costs, doing more with less requires employees to be more versatile and more skilled. By upgrading the training their employees receive, management is investing in the overall health of their organization. Employee training and education is an important dimension of economic growth--so much so, in fact, that employers spend approximately \$30 billion each year to provide employees with a wide range of training and educational opportunities.

II. Competitive Analysis

Unlike many of the organizations the Training and Development Department serves, whose competition is finite and measurable, the competition facing Customized Training comes from a myriad of sources. As varied as the competition is, it can be broken down into five distinct groups.

Educational

This category includes educational nonprofit institutions. Locally, much of the training offered at Lane Community College (LCC) can also be found at schools such as the University of Oregon, Linn-Benton Community College, Chemeketa Community College. Many educational institutions are now marketing their trainings nationwide. For example, Pacific Lutheran in Tacoma, Washington, and the Wharton School at the University of Pennsylvania are two colleges engaged in a nationwide marketing effort.

Private Consultants

There is an abundance of underutilized private consultants in Lane County. From Sandhorst, Inc., offering leadership, communication, sales training; to Marketsmith, providing marketing consultation services, the local area offers a wealth of trainers.

Training Companies

Usually based in large metropolitan areas and marketing nationwide using a direct mail marketing strategy, these organizations concentrate on trainings in areas such as organizational development, team building, communication, and conflict resolution. While Dale Carnegie and Associates is the most recognizable example of this type of organization, Charles R. Hobbs, Corp., American Center for Management Development, and Keye Productivity Center are all active in marketing their services nationwide.

Professional Associations

Nationally as well as locally, professional associations offer their members various developmental trainings. The American Society for Training and Development, the Pacific Northwest Personnel Managers Association, and the American Management Association all provide these services. In addition, trade associations such as the Equipment Maintenance Council, National Association of Accountants, and National Association of Exposition Managers also provide training opportunities to their membership.

In-House Training Departments

The in-house training and development departments of private sector companies are becoming more active in providing training to their employees. For example, Hewlett-Packard contracts with outside trainers only when they cannot obtain appropriate curriculum and instructors from within their own ranks.

A new and emerging source of competition is the private sector training and development department that offers its services to those outside their organization. Boeing's Education and Training Division is now offering computer training in topics ranging from word processing to advanced programming. This training is advertised and available nationally in Boeing Training Centers from Seattle to Washington, DC.

Nonprofit, Tax-Exempt Organizations

Locally, organizations such as the 1440 Foundation and the Junior League of Eugene offer seminars and workshops to the public, often linking their programs with other local and national organizations and trainers. These groups focus on offering motivational and personal growth trainings.

Although there are many organizations and individuals offering training, the competitive environment remains friendly and cooperative. There appears to be two reasons for this.

First, there is an underlying understanding among these organizations that no one training organization can be all things to all people. Referring customers to the competition when their training needs cannot be met by one's own organization is an integral part of doing business in the local training community. Consequently, the competition is also a potential source of new business.

Competitive Analysis (cont.)

Secondly, as within many academic environments, there is a need for the exchange of information and new ideas which can only be facilitated through open communication. These two factors contribute to the cooperative, competitive environment found here.

III. Image Analysis

Lane Community College enjoys a national reputation for innovation, quality, and excellence. The central theme has been "You Can at LCC." This emphasizes the potential for a successful educational experience at LCC. All our Customized Training communications must convey an image of quality and responsiveness, coupled with the ability to provide successful educational experiences off campus.

Product

Lane Community College is ranked third in the nation for excellence. This distinction has been granted to LCC largely due to its outstanding faculty, innovative management, and extensive facilities. The college offers a wide range of educational and training opportunities. Qualified instructors, with expertise in many areas of interest to the public and private sector are available. The facilities on the 292-acre campus, easily accessible from the I-5 freeway, include conference rooms, classrooms, industrial technology laboratories, cafeteria-catering, theatre, physical fitness center, bookstore, media productions center, printing and graphics services, and a complete computer laboratory. A satellite facility, with additional classrooms, meeting rooms, computer facilities, food service, typewriters, with adequate free parking, is located in downtown Eugene.

In addition, the Siuslaw Center, an outreach facility located in the coastal city of Florence, offers a full range of courses to this most western section of the district. Using classrooms at the center as well as those at the local high school, the community may take many of those courses available on the main campus and use the computer center and business machines available here.

Another outreach offering, the Mobile Classroom, a modified trailer home, travels to outlying areas of the district offering classes and office skills training and upgrading on a weekly basis.

The Training and Development Department's Customized Training Program provides organizations access to these facilities and an opportunity to maximize the productivity of their greatest asset and expenditure--their workforce. Existing course curriculum can be adapted, or a new course created to meet the needs of customers in a timely, cost-effective manner. The trainings can be conducted on the customer's site or at the LCC facilities. They may range from a one-hour workshop to a three-month or longer course. The hours, time of day, credit/noncredit option, and selection of an instructor are based solely on the desires and needs of the particular customer.

To maintain the highest quality, responsive service possible, the Training and Development Department offers a fully staffed Customized Training Program.

Customer

In the past, Lane Community College has contracted with a variety of businesses and public organizations. It is expected that this same diversity will continue now that contracting is being coordinated through the Training and Development Department. Numerous organizations have expressed strong interest in contracting with LCC for educational/training services. These organizations vary from being product to service oriented. Their primary concern is in receiving a quality product from LCC at an affordable price.

Target Market

There are many potential customers for Customized Training. To direct our initial marketing efforts we have targeted three groups toward which we will direct our initial marketing activities. These three groups were selected not only to provide a focus for our efforts, but also because they represent a substantial proportion of the customers available to us in this area. The marketing strategies identified in this plan will be fine tuned to each market segment as further research dictates.

Target markets:

- New, existing, and expanding small business
- Professional and service organizations, (e.g., Eugene Downtown Associates, Nurses Association, Accountants)
- Public sector (e.g., Willamette National Forest, postal service, state employment division, city of Eugene, school districts) federal/state/local

Goals

- * To meet the educational and training needs of business as well as community and public organizations.
- * To provide LCC faculty with opportunities to work within the business community.
- * To generate FTE and revenue for the college.
- * To become the centralized source for the facilitation of customized training activities at LCC.
- * To coordinate with those at LCC involved in training to avoid duplication of services and offer consolidated, consistent training to our customers.
- * To provide all customers with the highest quality product in a timely and cost-effective manner.

Objectives

Customized Training will:

1. Accelerate contracting opportunities with business and other organizations.
2. Present a coordinated, positive image to both private and public sectors.
3. Promote to the entire college the importance of presenting a coordinated, professional image.
4. Respond to all requests for our services in a quick and responsive manner and when unable to meet the needs of our customer, we will refer this customer on to other training sources.
5. Assume an assertive stance with regard to pursuing accounts and providing customer service through actively pursuing leads and maintaining a strong presence via personal contacts.
6. Adapt to new market segments.
7. Provide short-term training programs that respond to changes in technology, the needs of new employees, and changing business opportunities.
8. Offer quality training/educational opportunities to our own college faculty and staff.

Strategies

Objective 1: To accelerate contracting opportunities with business and other organizations.

Activities:

1. Make personal sales calls.
2. Add our department to LCC speakers bureau.
3. Increase participation in local training groups.
4. Establish mailing list of current and potential customers.
5. Promote and use referral and referred leads.
6. Develop and enhance relationships with other community colleges involved in training.
7. Develop professional marketing materials.
8. Pursue conference management for business using LCC facilities.
9. Make presentations before professional associations and civic groups.
10. Establish external ad hoc advisory committee.
11. Publish and distribute department newsletter.
12. Take advantage of all publicity opportunities.
13. Design card referral system for campuswide referrals.
14. Connect with other department's advisory committees.
15. Develop and run display ads.

Objective 2: To present a coordinated, positive image to both private and public sectors.

Activities:

1. Develop and run display ads.
2. Take advantage of all publicity opportunities.
3. Publish and distribute department newsletter.
4. Make presentations before professional associations and civic groups.
5. Establish internal records system.
6. Establish internal marketing information system.
7. Increase participation in local training groups.
8. Conduct campuswide customer service trainings.
9. Add our department to LCC speakers bureau.
10. Establish external ad hoc advisory committee.
11. Maintain record of goodwill activities.
12. Develop professional marketing materials.
13. Make personal sales calls.

Objective 3: To promote to the entire college the importance of presenting a coordinated, professional image.

Activities:

1. Conduct campuswide customer service trainings.
2. Develop professional marketing materials.
3. Publish and distribute department newsletter.
4. Hold campuswide open house reception for Customized Training.
5. Publicize Customized Training through inclusion of statement of purpose in LCC catalog.
6. Make presentations to individual departments.
7. Maintain and distribute record of nonpaid goodwill activities that Customized Training engages in.
8. Establish thorough internal evaluation process.

Objective 4: To respond to all requests for our services in a quick and responsive manner and when unable to meet the needs of our customer, we will refer this customer on to other training sources.

Activities:

1. Conduct campuswide customer service trainings.
2. Hold campuswide open house reception for Customized Training.
3. Make presentations to individual departments.
4. Establish internal records system.
5. Establish internal evaluation process.
6. Regularly attend seminars and workshops by area consultants.
7. Develop centralized filing system.
8. Establish internal marketing information system.
9. Maintain an up-to-date evaluation system of local trainers.
10. Utilize staff development library (resource) of trainers.

Objective 5: To assume an assertive stance with regard to pursuing accounts and providing customer service through actively pursuing leads and maintaining a strong presence through personal contacts.

Activities:

1. Increase participation in local training groups.
2. Publish and distribute department newsletter.
3. Take advantage of all publicity opportunities.
4. Publicize customized training through inclusion of statement of purpose in LCC catalog.
5. Develop and run display ads.
6. Make personal sales calls.
7. Promote and use referrals and referred leads.
8. Make presentations before professional associations and civic groups.
9. Add our department to LCC speakers bureau.
10. Design card referral system for campuswide referrals.
11. Connect with other department's advisory committees.
12. Establish mailing list of current and potential customers.
13. Develop and enhance relationships with other community colleges.

Objective 6: To adapt to new market segments.

Activities:

1. Establish external ad hoc advisory committee.
2. Develop a menu of packaged training modules to provide training ideas and clarify business's needs.
3. Become the designated training site for national associations (water quality, vending, etc.).
4. Develop clusters of small business customers who alone cannot afford training to reduce costs and provide economies of scale formerly available only to larger businesses.

Objective 7: To provide short-term training programs that respond to changes in technology, the needs of new employees, and changing business opportunities.

Activities:

1. Establish internal records system.
2. Regularly attend seminars and workshops by area consultants.
3. Promote Training and Development Department staff development through attendance at workshops, conferences.
4. Establish external ad hoc advisory committee.
5. Maintain contact with the Southern Willamette Private Industry Council, Business Assistance Center, Metro Partnership, Business Assistance Team, Southern Willamette Research Corridor, and with other economic development organizations to closely monitor local economic development environment.
6. Meet with businesses who are expanding or moving or considering moving to the area.
7. Develop a menu of packaged training modules to provide training ideas and clarify business's needs.
8. Conduct personal interviews with area trainers.

Objective 8: To offer quality training/educational opportunities to our own college faculty and staff.

Activities:

1. Conduct campuswide customer service trainings.
2. Connect with other departments' advisory committees.
3. Promote trainings and department activities through staff news bulletin.
4. Develop and enhance relationships with other community colleges involved in trainings.
5. Work with staff development to offer the services of our department to the entire college faculty and staff.
6. Conduct regular internal customer service training for the Training and Development Department staff.

Controls

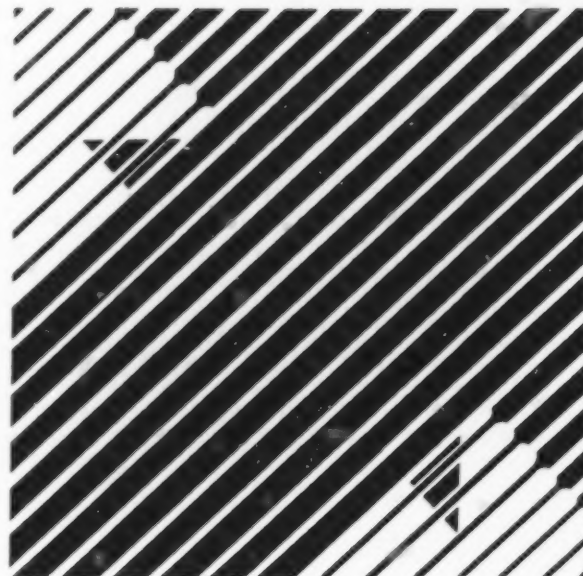
A complete performance audit and evaluation will be conducted every six months. This will monitor progress made toward achieving our stated goals. The Customized Training Advisory Committee will oversee this effort and, upon completion, will make the appropriate recommendations to the Department Head.

Beginning in July of 1987, and occurring every year thereafter, the entire marketing plan will be reviewed and revised as necessary. Customized Training staff will work with the advisory committee to ensure that this regular appraisal of the plan occurs.

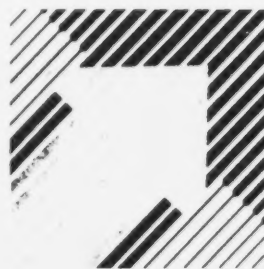
For each review the Customized Training staff will develop:

1. a detailed work plan with staff assignments and timelines that incorporate the plan's strategies;
2. a staffing plan that provides sufficient qualified staff and resources to implement the work plan; and
3. a line-item budget that covers appropriate implementation of the work plan commensurate with Customized Training financial resources.

Given generally limited financial resources, the Department Head will establish priorities for implementing the various aspects of the plan.



Training &
Development
Department
Lane
Community
College

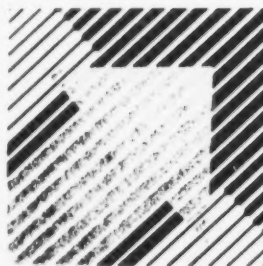


**Problem
Solving
Without Tears!**

**A Half Day
Seminar
Presented By
Customized
Training**

**Training &
Development
Department**

**Lane
Community
College**



What is Customized Training?

On-site education and training packages for management and employees, tailored to help meet your organization's special needs.

- **Program Development**

You tell us what your organization's needs or concerns are, and, together, we'll develop the program.

Topic examples: Customer Relations, Team Building, Effective Meetings, Computer Literacy, Dealing with Stress and Productivity, Accounting for Non-accountants, even, How to Answer the Telephone.

- **On-the-Job Seminars and Workshops**

After you've chosen the topic, pick your most convenient time and place for training, and our problem-solving specialists will meet you there.

Customized Training is a program of the Training & Development Department and an invaluable resource for your organization.

Call on us for effective, on-site education programs developed exclusively for your business. 726-2223 or 747-4501, Ext. 2821.

Problem Solving Without Tears! A Half Day Seminar . . .

FOR:

Current and potential managers, supervisors, professionals, and business owners.

One of the basic functions of the organization is to solve problems. However, group problem solving can sometimes be an uncomfortable experience. In this workshop you will learn:

- How to Guide a Team Painlessly
- The Four Steps in Team Building
- Techniques for Stretching the Rules
- How to Quickly Bring New Members Into Your Team
- When to Lose to Allow the Team to Benefit
- How to Effectively Use Three Interpersonal Skills in Working with Teams
- The Four Roadblocks to Team Solutions and How to Overcome Them

PRESENTER:

SKEET ARASMITH is a national management consultant with 12 years of practical experience as a teacher and trainer. Having recently studied under "Passion for Excellence" author, Tom Peters, Skeet applies the principles of "Excellence" to all his work. His unique blend of participative methods of instruction, plenty of group interaction and humor have led to Skeet's recent selection as "National Environmental Trainer of the Year."

WHEN:

Wednesday, February 25, 1987
9:45 a.m. to 3 p.m.
(Includes lunch.)

WHERE:

Downtown Athletic Club
Conference Room
999 Willamette Street
Eugene, OR 97401

Problem Solving Without Tears!

REGISTRATION FORM

Name

Organization

Address

City

State

Zip

Phone

Social Security Number Required

COST: \$45.00 (Includes lunch,
workshop fee, and all
session materials.)

PLEASE SEND CHECK OR PURCHASE
ORDER BY **FEBRUARY 19, 1987, TO:**

Lane Community College
Customized Training
Training & Development Department
4000 East 30th Avenue
Eugene, OR 97405

QUESTIONS?

Call: 726-2223 or
747-4501, Ext. 2821

Customized Training

Professional Development Series

A selection of half day seminars designed for current and potential managers, supervisors, professionals, and business owners. The focus is on action and results, not just theory, resulting in increased satisfaction for you and increased productivity for your company.

Management Techniques That Work

January 22, 1987

Problem Solving Without Tears

February 25, 1987

Up Your Career-Designing Successful Careers

March 18, 1987

For more information call us at:

726-2223 or
747-4501, Ext. 2821

TRAINING & DEVELOPMENT DEPARTMENT
LANE COMMUNITY COLLEGE
4000 EAST 30TH AVENUE
EUGENE, OR 97405

Non-Profit Organization
**U.S. POSTAGE
PAID**
Eugene, Oregon
Permit No. 94

128

18



Our job is helping local businesses solve employment problems. We are helping business and industry increase profitability and productivity so the local economy will continue to grow and prosper.

How do we do this? By offering you personnel services, training and education services, and a quality workforce.

All of our services are easy to use and targeted to your business needs.

Economic Development

Strengthening our business and regional economy through:

- Developing community plans for economic growth
- Assisting existing business and industry
- Changing the way we talk about ourselves and the image we project as a state
- Attracting new business and industry.

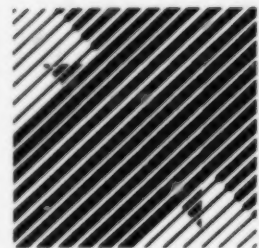
Lane Community College Training and Development Department:

- A major partner in local economic development efforts
- Works closely with the local Private Industry Council and the Eugene/Springfield Metropolitan Partnership
- Aids in recruiting new industry to the area
- Helps local businesses to expand.

What we offer:

- Customized Training Programs
- Office and Accounting Skills Training
- Dislocated Worker Program

Our job is helping local businesses solve employment problems. We are helping business and industry to increase profitability and productivity so the local economy will continue to grow and prosper.



**Training &
Development
Department**

**Lane
Community
College**

4000 East 30th Avenue
Eugene, OR 97405
(503) 726-2223

Office And Accounting Skills Training

What is the Office and Accounting Skills Training?

- A six-month intensive training program designed to provide individuals with high quality instruction in microcomputer applications, accounting, and office skills, sponsored by Lane Community College and the Southern Willamette Private Industry Council

What do we offer?

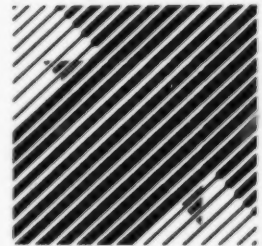
- Trained and qualified office workers who can help ensure that your business runs smoothly and efficiently. Hundreds of our graduates have already found employment in offices throughout Lane County and Oregon
- Screening and placement services to potential employers

Cooperative Work Experience Placements:

- Each OAST student is assigned to a Cooperative Work Experience job site
- Field supervisors provide on-the-job training, evaluation, and encouragement, as students prepare for entry into the workforce
- In exchange for a valuable work experience, the student provides you with no-cost office support for up to 108 hours

What can we do for you?

- Eliminate advertising costs associated with recruiting
- Reduce staff time and wages spent recruiting and screening
- Give you the advantage of a pool of applicants that is well-trained and immediately available for work
- Confidentially refer to you, at your convenience, only applicants who meet your requirements



Training & Development Department

In partnership with the
Southern Willamette
Private Industry Council

Lane Community College

4000 East 30th Avenue
Eugene, OR 97405
(503) 726-2223

Customized Training

Would a specific kind of training help your employees do a better job? Would you like to increase productivity, but cannot find the time or money to do it? If your answer is "yes," consider letting Lane Community College help.

What is Customized Training?

- Quality education and training packages for your organization will be developed to your specifications
- All programs are on a contract basis with enrollment limited to members of your organization
- Seminars and workshops may be offered for college credit, or on a non-credit basis

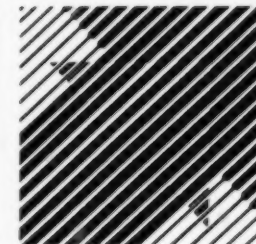
Why Customized Training?

- *The training is extremely effective*
because . . . your people learn as a group. They can share experiences and explore opportunities and problems unique to your organization
- *It's highly flexible*
because . . . you choose the time and location of the training
- *The training can be tailored to your needs*
because . . . our staff of experts is ready and waiting to discuss with you the development of a program to address your particular needs

Ways we have helped others . . .

Taking the Fear Out of Office Automation
How to Increase Customer Satisfaction
Marketing: Successful Strategies
Computers: The Ideal Business Partner
Developing Effective Supervisory Skills
Improving Business Communications

AND MORE . . .



**Training &
Development
Department**

**Lane
Community
College**

4000 East 30th Avenue
Eugene, OR 97405
(503) 726-2223

Dislocated Worker Program

The Lane Community College Dislocated Worker Program is a nationally recognized program which is available to meet your employment needs. The Dislocated Worker Program has assisted hundreds of employers in finding qualified personnel since its beginning in 1983.

This no cost placement service offers employers:

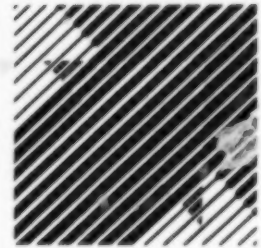
- A ready pool of skilled, motivated workers
- Individuals with stable, proven work histories
- Assistance in developing job descriptions

This program offers its services to:

- Businesses seeking applicants for single or multiple job openings
- Expanding businesses
- New to the area businesses, or
- Any employer looking for reliable, dependable employees

What can we do for you?

- Eliminate advertising costs associated with recruiting
- Reduce staff time and wages spent with recruiting and screening
- Provide financial assistance during the initial period of training through a wage reimbursement program
- Design employee training tailored to meet individual business needs
- Provide assistance to businesses who must lay off employees. We can help those employees by transitioning them into other employment



Training & Development Department

In partnership with the Southern Willamette Private Industry Council and the State of Oregon Employment Division.

An affirmative action equal opportunity employer

Lane Community College

4000 East 30th Avenue
Eugene, OR 97405
(503) 726-2223

CUSTOMIZED TRAINING ACTIVITIES - Partial Listing

Sherman Bros. Trucking	Driver Training Program Design, Communication
Eugene Police Dept.	Parliamentary Procedure, Supervisory Management
Lane Education Service Dist.	DBase III
Home Economics Cadre	Meeting Management
Springfield School Dist.	Study Skills (Repeated twice.)
Eugene Water & Electric Board	Business & Technical Writing (Repeated 4 times.), Warehousing
Pacific Continental Bank	Specialized Banking Software, Lotus 1-2-3
City of Springfield	Lotus 1-2-3, Wordperfect, DBase III
Willamette National Forest	Outplacement, Career Development, Supervisory Management, Luncheon speaker on Supervisory Management
Jr. League	Train the Trainer
Southern Willamette Private Industry Council	Oakridge Inn
Eugene Peoples Utility Dist.	Symphony and Advanced Symphony Software, Customer Service
El Jay, Inc.	Note Taking, Accounting for Non- accountants
Oregon Research Institute	Lotus 1-2-3
State of Oregon Forest Service	Wellness

SAMPLE COURSE DESCRIPTION

CATEGORY CAREER/LIFE PLANNING

TITLE CAREER DEVELOPMENT

BKGRD In both good times and bad times, there comes a time when employees must be laid-off. Faced with the prospect of having to re-group, identify a new position or occupation, and begin again, these employees can leave a bitter trail behind, and face a hard road ahead. Employers who provide training to these employees are realizing the benefits in terms of reduced loss of productivity and better public relations resulting from exiting employees who feel the company cares as much about their future as about the company's future.

PURPOSE These workshops and seminars are designed to assist persons making forced career changes to examine their options, become aware of the possible effects on their personal lives, and develop skills and plans for addressing these changes and for pursuing viable options.

CONTENT While these seminars will be customized to meet the needs of the participants, topics generally include:

- Elements of a Successful Job Search

- . Identifying transferrable skills.
- . Identifying similar occupations.
- . Identifying interests or skills you'd like to pursue but have been unable to.
- . How to fill out an application - and get the job.
- . Using resumes effectively.
- . Being prepared through practice interviews.
- . The concept of "Available for Work".
- . Importance and use of first impressions.
- . Defining and using Informational Interviews.
- . Researching the job market.
- . When to use cover letters.

- Life/Work Planning

- . Working/playing/learning: 3 boxes of life.
- . A decider's bill of rights.
- . What's different now than when you last looked for work.
- . Looking for work in the "New Economy".

CONTENT
(Cont.)

- Stress and Health

- . Pleasant activities check list.
- . Affirmations.
- . Positive visualization.
- . Relaxation training.
- . How to survive the search: financial planning.
- . Coping with rejection.
- . Overcoming the urge to procrastinate.

- Job Search as a Proposition of Sales

- . Effective use of personal and professional relationships.
- . The telephone as a powerful and efficient tool of job search.
- . Networking.
- . Moving away from the yes/no position - negotiating.
- . Target marketing.
- . Time management.
- . Gaining the advantage.
- . Developing your sales package and script.
- . Analysis of the labor market as an aid.
- . The Thank You Note - and when to use it.

- Vocational Planning

- . Reality checking: valid reasons, excuses, fears.
- . Recognizing self-worth: building confidence.
- . Assessing options.
- . Analysis of work and life experiences, skills and education.
- . Making career choices.

*** TABLE OF CONTENTS ***

ACCOUNTING:

- Accounting 1
- Accounting 2
- Accounting 3
- Analyzing Financial Statements
- Basic Cost Accounting
- Financial Planning
- For Non-Accountants
- Managing Your Cash Flow
- Principles of Accounting

CAREERS:

- Career Development
- Career/Life Planning
- Career Management

COMMUNICATIONS:

- Business English
- English and Sentence Writing
- Reading and Spelling
- Paragraph Writing
- Business & Technical Writing
- Communicating With Others
- Custom Prepared Manuals For Business
- Image: A Communicative Tool
- Industrial Relations
- Listening
- Making Effective Presentations
- Mastering Criticism
- Notetaking for Meetings
- Public Speaking
- Reading Comprehension
- Technical Report Writing

COMPUTER TRAINING*:

- Computer Aided Drafting
- Concepts of Computing
- Introduction to Microcomputers
- Introduction to Word Processing
- Introduction to Data Base
- Introduction to Spread Sheets
- Customized Software Training
- D Base III+
- Word Perfect
- Lotus 1 2 3
- Symphony

* Beginning-Advanced applications available in all software trainings, including custom programs.

CUSTOMER SERVICE:

- Customer Relations - Front Office
- Customer Service
- Dealing With Difficult People
- Public Relations Skills

HEALTH MANAGEMENT:

- A.I.D.S.
- Chemical/Substance Abuse
- First Aid
- Industrial Safety
- Narcotics and Dangerous Drugs
- Nutrition/Sports Psychology
- Stress Management
- Safety and Sanitation
- Wellness

HUMAN DEVELOPMENT

- Assertiveness - Intro to Assertive Behavior
- Balancing Work & Family - Parent Education
- Coping Skills for Stress/Depression
- Emotional Problems/Hypnosis
- Motivation/Behavior Modification
- Personal Makeover
- Personal Renewal
- Personality Styles

MATHEMATICS:

- Business Math
- Occupational Math 1
- Occupational Math 2

MANAGEMENT TRAINING:

- Business Law
- Conducting Effective Meetings
- Conflict Resolution
- Decision Making
- Designing Meetings & Events for Maximum Impact
- Goal Setting
- Managing Conflict
- Mental Training
- Negotiating
- Office Management
- Office Procedures
- Operations
- Organizational Development
- Organizational Gamesmanship
- Organizational Politics
- Personnel
- Planning
- Problem Solving

MANAGEMENT TRAINING (Continued):

- Productivity
- Professional Staff Development
- Project Management
- Quality Circles
- Sexual Harassment in the Workplace
- Teambuilding
- Time Management
- Train the Trainer
- Women in the Workplace

MEDICAL:

- Intro to Medical Records Technology
- Medical Terminology 1
- Medical Terminology 2
- Medical Transcription 1
- Medical Transcription 2

SALES AND MARKETING:

- Advertising
- Fundamentals of Marketing
- Marketing Strategies
- Marketing Yourself
- Retailing: Display, Signing, Merchandising
- Telemarketing
- Sales Training

SUPERVISORY MANAGEMENT:

- Basic Supervision
- Fundamentals of Excellence in Supervision & Management
- Hiring: The Interview and Selection Process
- Leadership
- Managing Difficult People
- Mentoring
- Performance Feedback & Review - The Evaluation
- Supervisory Management
- The Newly Promoted Manager
- The Secretary as Manager
- Today's Woman Supervisor

OF SPECIAL INTEREST:

- Accelerated Reading
- Arc Welding
- Blueprint Reading for Drafters/Architects
- Commercial and Industrial Security
- Digital Electronics
- Effective Learning
- Patents/Copyrights

Innovations in Training: The Challenges of the Underprepared and Displaced Adult

**National Council for Occupational Education
Annual Conference, Orlando, Florida**

Presented By:

**Nan Poppe, Department Head
Training & Development Department
Lane Community College
Eugene, Oregon**

**Ted Lay, Customized Training Director
Training & Development Department
Lane Community College
Eugene, OR**

FRIDAY - OCTOBER 9, 1987

INTRODUCTION:

"Getting Back to Work" - Video Presentation

PROGRAM COMPONENTS AND ISSUES:

- I. Lane County, Oregon - Community Perspective**
 - a. 4,620 square miles - population 268,000**
 - b. Local economy dominated by agriculture, lumber, and wood products**
 - c. Severe recession 1980-82. 7,000 wood products related jobs lost**
 - d. Unemployment rate in 1985 reached 12%**

II. Project Origin - Initial Program Planning & Design

- a. Cooperative effort between PIC, Community College, and Employment Service
- b. Involvement of business and labor
- c. Site -- community college

III. Target Population

- a. Industries affected
- b. Ripple effect
- c. Demographics
- d. Characteristics of population

IV. Assessment/Vocational Counseling

- a. Basic education needs
- b. Transferable skills
- c. Occupational changes

V. Career Life Planning/Job Search Workshop

- a. Two weeks in length
- b. Labor market information
- c. Options and new career decisions
- d. Developing self-confidence
- e. Learning self-directed job search

VI. Resource Center

- a. Professionally staffed
- b. On-going educational workshops
- c. All resources available
- d. On-going counseling

VII. Classroom Training

- a. Existing college classes and programs
- b. Private vendor training
- c. Customized short-term training modules
- d. Upgrading and retraining

VIII. OJT/Employer Marketing

- a. Market the program, not the individual
- b. PIC writes OJT contracts

IX. Entrepreneurial Training

- a. Counseling and classes
- b. Utilize service of the college's small business development center
- c. Start-up funds

X. Support Services

- a. Transportation
- b. Clothing and haircuts
- c. Equipment required for new jobs
- d. Urgent medical or social needs when no other resources are available
- e. Relocation

XI. Why So Successful?

- a. High visibility and acceptance from all segments of the community
- b. Close cooperation between PIC, employment service, community college, business and industry, and labor.
- c. High level of staff involvement with participants -- 100 percent placement philosophy
- d. Effective counseling and training programs
- e. Location

CUSTOMIZED SHORT-TERM VOCATIONAL TRAINING PROGRAMS

OFFERED BY:

**TRAINING AND DEVELOPMENT DEPARTMENT
LANE COMMUNITY COLLEGE, EUGENE, OREGON**

Advanced Clerical

Apartment / Condominium Management and Maintenance

Chiropractic Assistant

Computer Aided Drafting

Dental Business Office Assistant

Electro-Mechanical Maintenance

Facilities Maintenance Technician

Laboratory Assistant / Phlebotomist

Medical Transcriptionist

Nurse Aide / Home Health Aide

Office and Accounting Skills Training

Printing and Publishing

Retail Clerk / Cashier

Sales

Typesetter Training Program

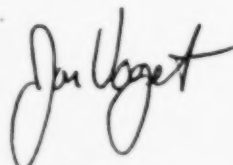
Warehouse and Parts Counter

Warehouse and Retail

"A lot has transpired and thoughts of the help and support we received from you came to mind. The time you saved us by the search, screening and selection of top qualified employees made the difference in meeting our very tight deadline.

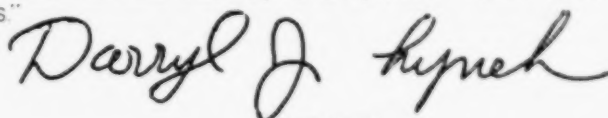
"With our building under construction and no place for interviews and training, your hospitality was a true life saver.

"We look forward to a continuing relationship."



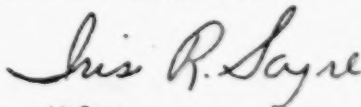
Jon Voget
General Manager
Downtown Athletic Club

"In working with the Training and Development Department's Cooperative Work Experience Program, I found the business knowledge, professional attitude and office skills of the participant very impressive. The person I worked with was quite a valuable asset to my investment firm, and allowed me to more effectively serve my clients' financial needs and concerns."



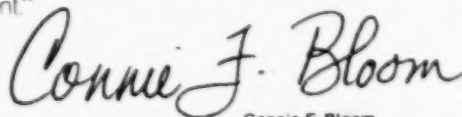
Darryl Lynch
Business and Personal Financial Planner
IDS Financial Services

"Working with the Training and Development Department over the past two years has been positive and productive for the City of Eugene Business Development Division. Employers of program graduates should feel confident that they are hiring personnel who have completed an excellent training program."

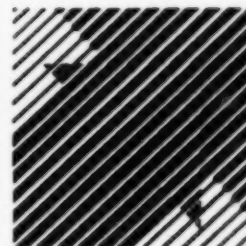


Iris Sayre
Eugene Development Department
Business Development Division
City of Eugene

"The Training and Development Department customized a very effective training session for us here in the Fifth Street Market. The many small business owners who attended the Customer Service workshop felt it really provided them with renewed enthusiasm, motivation and excitement about the work that they do. We were pleased with the service we received and look forward to doing more business with the Training and Development Department."



Connie F. Bloom
Marketing Director
Fifth Street Public Market



Go for Success

**Lane
Community
College**

34

ERIC Clearinghouse for
Junior Colleges FEB 12 1988